

## ORDER



KLAS

Orders Order / Rev: 37575  
 Alt Order #: 08879973  
 Product Desc: Issue  
 Estimate: 2029  
 Flight Dates: 10/16/12 - 10/27/12  
 Original Date / Rev: 10/11/12 / 10/15/12  
 Order Type: GENERAL

Primary AE: Mike Jones  
 Sales Office: K-WAS  
 Sales Region: National

Agency Name: Waterfront Strategies  
 Buying Contact: \_\_\_\_\_  
 Billing Contact: \_\_\_\_\_  
1010 Wisconsin Avenue  
Washington, DC 20007

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

Advertiser Name: Patriot Majority  
 Demographic: A35+  
 Product Codes: PO4  
 Priority: LV1  
 Revenue Codes: AGY, POL, ISS

New Business Thru: \_\_\_\_\_  
 Order Separation: 00:15:00  
 Advertiser External ID: \_\_\_\_\_  
 Agency External ID: \_\_\_\_\_

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Totals	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/27/12	57	\$274,300.00	\$233,155.00		October 2012	57	\$274,300.00	\$233,155.00	0.00
					Totals		57	\$274,300.00	\$233,155.00	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Mike Jones	Start Of Order - End Of Order	100%
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Order Share	Share	Total
KLAS	30%	\$274,300.00
Market	100%	\$914,333.33

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$228,583.33
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$45,716.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/22/12	10/22/12	8 News Now 6a M-F	CM	6-7a	M-----	:30	1	\$3,000.00	LV1	0.00	NM	1	\$3,000.00
8 NEWS NOW AT 5-7AM															
Start Date		End Date		Weekdays	Spots/Week	Rate	Rating								
Week: 10/16/12		10/22/12		M-----	1	\$3,000.00	0.00								
E 2	8	10/23/12	10/27/12	8 News Now 6a M-F	CM	6-7a	MTWTF--	:30	3	\$3,000.00	LV1	0.00	NM	3	\$9,000.00
8 News Now 6a M-F															

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Advertiser: **Patriot Majority**  
Product Desc: **Issue**  
Estimate: **2029**

KLAS

Order / Rev: 37575  
 Alt Order #: 08879973  
 Flight Dates: 10/16/12 - 10/27/12

Advertiser: Patriot Majority  
 Product Desc: Issue  
 Estimate: 2029

KLAS

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 25	8	10/16/12	10/16/12	Tue	9-10p	CM	9-10p		-T-----	:30	2	\$20,000.00	LV1	0.00	NM	2	\$40,000.00	
NCIS: LOS ANGELES																		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>						
Week: 10/15/12 10/21/12 -T----- 2 \$20,000.00 0.00																		
E 30	8	10/20/12	10/27/12	8	News Now 11p	Sa/Su	CM	11-1135P		-----SS	:30	1	\$2,500.00	LV1	0.00	NM	2	\$5,000.00
8 News Now Sa/Su 11p																		
8 NEWS NOW AT 11PM-WKND																		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>						
Week: 10/15/12 10/21/12 -----SS 1 \$2,500.00 0.00																		
Week: 10/22/12 10/28/12 -----S- 1 \$2,500.00 0.00																		
E 33	8	10/23/12	10/27/12	Craig Ferguson		CM	1237a-137a		MTWTF--	:30	1	\$1,200.00	LV1	0.00	NM	1	\$1,200.00	
Craig Ferguson (12:37 XM-1:37 XM)																		
LATE LATE SHOW																		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>						
Week: 10/23/12 10/29/12 -TWTF-- 1 \$1,200.00 0.00																		
N 34	8	10/22/12	10/22/12	Mon	9-10p	CM	9-10p		M-----	:30	2	\$20,000.00	LV1	0.00	NM	2	\$40,000.00	
Hawaii Five-O																		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>						
Week: 10/22/12 10/28/12 M----- 2 \$20,000.00 0.00																		
N 35	8	10/20/12	10/20/12	Sat Prime Special		CM	8-10p		-----S-	:30	1	\$8,400.00	LV1	0.00	NM	1	\$8,400.00	
KLAS Movie: Escape From NY																		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>						
Week: 10/15/12 10/21/12 -----S- 1 \$8,400.00 0.00																		
N 36	8	10/21/12	10/21/12	NFL Reg Season Game		CM	NFL Football	Reg.	-----S	:30	1	\$50,000.00	LV1	0.00	NM	1	\$50,000.00	
NFL Football Reg. Season																		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>						
Week: 10/15/12 10/21/12 -----S 1 \$50,000.00 0.00																		
N 37	8	10/20/12	10/20/12	Sat Prime Special		CM	8-10p		-----S-	:30	2	\$8,300.00	LV1	0.00	NM	2	\$16,600.00	
KLAS Movie: Escape From NY (8:00 PM-10:00 PM)																		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>						
Week: 10/15/12 10/21/12 -----S- 2 \$8,300.00 0.00																		
N 38	8	10/16/12	10/19/12	8 News Now 4-5a		CM	4-5a		-TWTF--	:30	1	\$100.00	LV1	0.00	NM	1	\$100.00	
8 News Now 4-5a																		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>						
Week: 10/15/12 10/21/12 -TWTF-- 1 \$100.00 0.00																		
Totals																57	\$274,300.00	